

## CLAIMS

What is claimed is:

1. A computerized method of obtaining an item number and item key for listing at least one item on an auction site, comprising,

- 5           (a) submitting to the auction site listing input data that includes generic item description data, generic auction parameter data, a user id and a user password;
- (b) receiving verification data from the auction site in response to the listing input data, the verification data including the listing input data and an item number and an item key; and
- (c) extracting the item number and item key from the verification data.

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2. A computerized method of obtaining at least one item number and key as recited in claim 1, further comprising the steps of:

- 15           (d) storing the extracted item number, item key, user id and password; and
- (e) repeating steps (a), (b), (c) and (d) to obtain and store a plurality of item numbers and item keys.

3. A computerized method of listing an item on an auction site using a stored item number and key, comprising:

- 20           (a) submitting to the auction site listing input data that includes item description data, auction parameter data, a user id and a user password;
- (b) receiving verification data from the auction site in response to the listing input data, the verification data including the listing input data and an item number and an item key;
- (c) extracting the item number and item key from the verification data.
- (d) storing the extracted item number and item key;
- 25           (e) selecting an actual item to be listed on the auction site;
- (f) obtaining actual item description data and actual item auction parameter data for the actual item to be listed;
- (g) retrieving the stored item number, item key, user id and user password; and

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- (h) submitting to the site auction confirmation data that includes actual item description data, actual auction parameter data, the retrieved item number, retrieved item key, the user id and the user password to post the actual item for sale to the site.
- 5     4. A computerized method of obtaining at least one item number and key as recited in claim 3, wherein the stored item number and item key are a re-listing item number and item key.
- 5     5. A computerized method of obtaining an item number and item key for listing at least one item on an auction site, comprising,
- 10       accessing a listed item that did not sell at the auction site;
- 10       obtaining a re-listing form for the item from the site, the re-listing form including the original item number and item key;
- 10       submitting to site the re-listing input data, a user id and a user password;
- 10       receiving verification data from the auction site in response to the re-listing input data,
- 15       the verification data including the listing input data, the original item number and item key, and a re-listing item number and re-listing item key; and
- 15       extracting the original item number and original item key, the re-listing item number and re-listing item key from the verification data.
- 20     6. A computerized method of listing at least one item on an auction site, comprising:
- 20       (a) selecting an actual item to be listed on the auction site;
- 20       (b) obtaining actual item description data and actual item auction parameter data for the actual item to be listed;
- 20       (c) retrieving a stored item number, item key, user id and user password; and
- 25       (d) submitting to the site confirmation data that includes actual item description data, actual auction parameter data, the retrieved item number, retrieved item key, the user id and the user password to post the actual item for sale to the site.
- 25     7. A computerized method of listing as recited in claim 6, further comprising the step of
- 30       repeating steps (a), (b), (c) and (d) to list a plurality of items.

8. A computerized method of listing as recited in claim 6, wherein the item description contains keyword text for another item listed on the auction site, the keyword being in the form of an ASCII code equivalent of the keyword text.
- 5     9. A computerized method of listing as recited in claim 6, wherein the item description contains in-line frame tag, the in-line frame tag invoking a document displaying keyword text.
- 10    10. A computerized method of listing as recited in claim 6, wherein the stored item number and item key are a re-listing item number and key.
- 10    11. A computerized method of listing an item on an auction site, comprising:  
          submitting to the auction site listing input data that includes generic item description data, generic auction parameter data, a user id and a user password;  
          receiving verification data from the auction site in response to the listing input data, the verification data including the listing input data and an item number and an item key;  
          extracting the item number and item key from the verification data; and  
          submitting to the site confirmation data with actual item description data, actual auction parameter data, along with the extracted item number, extracted item key, the user id and the user password to post the actual item for sale.
- 20    12. A computerized method of listing an item on an auction site, comprising:  
          creating a repository having a number of item numbers and keys for use in listing items for sale on the auction site;  
          concurrently, listing an item for sale on the auction site using an item number and item key from the repository.
- 25    13. A computerized method of listing an item on an auction site as recited in claim 12, wherein the step of creating a repository of item numbers and keys includes the steps of:  
          (a) obtaining an item number and item key from the auction site without listing an item for sale;  
          (b) storing the item number and item key in the repository;

(c) repeating steps (a) and (b) a predetermined number of times if the number of item numbers and keys falls below a predetermined number.

14. A computerized method of listing an item on an auction site as recited in claim 13, wherein  
5 step (a) includes:

submitting to the auction site listing input data that includes generic item description data, generic auction parameter data, a user id and a user password;

receiving verification data from the auction site in response to the listing input data, the verification data including the listing input data and an item number and an item key; and

10 extracting the item number and item key from the verification data.

15. A computerized method of listing an item on an auction site as recited in claim 12, wherein the step of creating a repository of item numbers and keys includes the steps of:

(a) obtaining a re-listing item number and item key from the auction site without re-listing the item for sale;  
15 (b) storing the re-listing item number and key in the repository;  
(c) repeating steps (a) and (b) a predetermined number of times if the number of re-listing item numbers and keys falls below a predetermined number.

20 16. A computerized method of listing an item on an auction site as recited in claim 12, wherein the step of listing an item for sale on the auction site includes:

retrieving an item number and key from the repository;  
obtaining actual item description data, actual auction parameter data;  
combining the actual item description data, actual auction parameter data, the retrieved  
25 item number and item key into a confirmation form; and  
submitting a confirmation form to the auction site to post the actual item for sale.

17. A method of linking an item description to an item posted to an auction site, comprising:  
embedding encoded search information for the posted item into a pointer to an auxiliary  
30 site;  
embedding the pointer in an item description of a linking item;

posting the linking item to the auction site;  
finding the linking item with the pointer at the auction site;  
upon selection of the pointer, accessing the auxiliary site;  
decoding the search information into readable text at the auxiliary site; and  
5 upon selection of the readable text, invoking a search engine of the auction site with the decoded search information as a search parameter to find the posted item and item description.

18. A method of linking an item description to an item posted to an auction site, as recited in claim 17, wherein the pointer is a uniform resource locator.

10 19. A method of linking an item description to an item posted to an auction site, as recited in claim 17, wherein the encoded search information is in the form of ASCII codes for the readable text.

15 20. A method of linking an item description to an item posted to an auction site, as recited in claim 17,  
wherein the encoded search information is encrypted information; and  
wherein the step of decoding the search information includes decrypting the search information.

20 21. A method of linking an item description to an item posted to an auction site, as recited in claim 21, wherein the step of finding the linking item at the auction site includes searching for the item at the site using a search engine of the auction site.

25 22. A method of linking an item description to an item posted to an auction site, as recited in claim 21, wherein the step of posting the linking item to the site includes:  
(a) obtaining actual item description data and actual item auction parameter data for the linking item;  
(b) retrieving a stored item number, item key, user id and user password; and

(c) submitting to the site confirmation data that includes actual item description data, actual auction parameter data, the retrieved item number, retrieved item key, the user id and the user password to post the linking item for sale to the site.

- 5    23. A method of linking an item to an item posted to an auction site, comprising:
- embedding a pointer to an auxiliary site in an item description of a linking item;
- posting the linking item to the site;
- finding the linking item at the auction site;
- upon selection of the pointer, accessing the auxiliary site in an auxiliary window;
- 10    determining the identity of the user accessing the auxiliary site;
- displaying search information for the posted item in the auxiliary window based on the linking item and the determined identity of the user, the search information for the posted item obtained from a database at the auxiliary site; and
- upon selection of the search information for the posted item, invoking a search engine of
- 15    the auction site with the search information for the posted item as a search parameter to find the posted item and item description on the auction site.
- 20    24. A method of linking an item to an item posted to an auction site, as recited in claim 21, wherein the pointer is an HTML in-line frame tag.
- 25    25. A method of linking an item to an item posted to an auction site, as recited in claim 21, wherein the step of finding the linking item at the auction site includes searching for the item at the site using a search engine of the auction site.
- 30    26. A method of linking an item to an item posted to an auction site, as recited in claim 21, wherein the step of posting the linking item to the site includes:
- (a) obtaining actual item description data and actual item auction parameter data for the linking item;
- (b) retrieving a stored item number, item key, user id and user password; and
- (c) submitting to the site confirmation data that includes actual item description data, actual auction parameter data, the retrieved item number, retrieved item key, the user id and the

user password to post the linking item for sale to the site.